



FOR IMMEDIATE RELEASE

OPENMEDIA 3.6 OPTIMIZES STORY PLANNING AND COST TRACKING

New release of leading newsroom system dramatically simplifies resource tracking across media channels in news and broadcast organizations

NAB Special – April 7, 2009 – Annova Systems today announced that it will introduce version 3.6 of OpenMedia at the NAB show that will be held from April 20 through 23 in Las Vegas, NV (booth # SU10224A). This release dramatically improves story planning thanks to its unique Story Bin feature which empowers journalists and editors to systematically link together all scripts, assets and resources relative to a specific story. Better, it automatically trails these assets across the workflow so as to ensure consistent tracking of allocated resources and produced outputs.

“News production is a costly investment for any broadcaster and it’s only logical that a modern newsroom system provide editorial teams with the tools they need to monitor resources allocated to a story so as to make sure that they meet their budget constraints”, explains Mr. Michael Schueller, General Manager of Annova Systems

As an advanced news management system, Annova OpenMedia provides newscasters with unique flexibility to tailor production workflows and ensure the systematic collection of metadata across each step of the editorial process. The introduction of Story Bins in version 3.6 provides a powerful tool to automatically aggregate all assets associated to any specific subject matter. Collected information can include any relevant information including scripts, CGs, videos, URLs or cost attributes. It can be automatically forwarded to a third-party enterprise resource planning (ERP) or data warehouse system. Real-time reporting of engaged costs and budget allocations is all the more facilitated.

About Annova OpenMedia

Annova Systems provides software solutions and services to help newscasters and interactive content producers streamline their news and production workflows. With more than 10,000 users worldwide, its Annova OpenMedia platform is the leading independent news production and rundown management system today. Annova systems are used by both private and public organizations around the world. Headquartered in Munich, Annova Systems GmbH is a privately-owned company.

For More Information

For more information on Annova Systems or requests for graphics, please visit www.annova.tv or contact info@annova.tv.

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